



ENVIRONMENTAL SERVICES

News Release

FOR IMMEDIATE RELEASE:

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MEDIA CONTACT:

Nicole Hall, Supervising Public Information Officer
(858) 492-5009 / Cell: (858) 518-7774

**Pacific Bell Directory and City of San Diego
Kick Off the 2002 Greater San Diego Telephone Book Recycling Program**

*Thousands of New Directories Ready for Delivery June 3 – July 15, 2002
City Encourages Recycling Old Phone Books*

SAN DIEGO— SBC Pacific Bell Directory and the City of San Diego Environmental Services Department will kick off the Tenth Annual Greater San Diego Telephone Book Recycling Program on Monday, June 3, 2002, at the SBC Pacific Bell Delivery Depot, located at 4553 Mission Gorge Pl, San Diego. Thousands of newly printed 2002 Pacific Bell directories will be stacked and stored ready for delivery to help mark the official beginning of the Greater San Diego Telephone Book Recycling Program, which runs from June 3 through July 15, 2002.

“More than 778,000 new telephone directories will be delivered throughout San Diego during June and July, and we’d like to encourage San Diegans to recycle their old directories instead of throwing them away,” said Richard L. Hays, Director of the City’s Environmental Services Department. “One ton of recycled paper uses 64 percent less energy, 50 percent less water and saves 17 trees. Recycling is essential to saving energy, conserving natural resources and lengthening the life of our landfill. By partnering with Pacific Bell Directory, this event is a reminder to San Diegans how to recycle their old telephone books as the new ones are delivered this summer.”

In addition, beginning Monday, June 3, people will be able to visit designated drop-off sites within their community to recycle the old directories. The multiple drop-off locations throughout San Diego will provide convenient access for recyclers. “Through this program, SBC Pacific Bell is making an effort to see that old phone books are not only replaced, but recycled,”

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said Anita Starnes, Southern California Recycling Manager of Pacific Bell Directory. “Our telephone books are made with water based glues so that the whole phone book is recyclable,” said Starnes.

The telephone books can be recycled in City of San Diego blue curbside recycling bins. Those who do not have curbside recycling can take their outdated directories to one of the selected local Vons or Park and Recreation Centers. To locate the closest drop-off site residents can call the Pacific Bell Telephone Book Recycling Hotline Number (1-800-953-4400). While businesses may use the drop-off locations, those with 25 or more sets of telephone books should call their recycler waste hauler for a special collection.

The old directories are recycled into paper to be used in making new directories, mailing envelopes and other paper products. In an effort to reduce the number of directories Pacific Bell distributes to large companies, white pages are now being offered on CD-ROM, reducing the number of directories that need to be printed by 15,000.

For more information about the Pacific Bell Telephone Book Recycling Program call the City of San Diego’s Recycling Hotline at (858) 467-0903.

The City of San Diego Environmental Services Department is charged with refuse collection and disposal, recycling and environmentally sound landfill management to meet the City’s long-term disposal needs. The Department also oversees the City’s management of energy use and explores innovative options for energy independence. For more information on recycling or Environmental Services, visit the department’s web site at <http://www.sandiego.gov/environmental-services/index.shtml>.

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Greater San Diego Area Telephone Book Recycling

Public Drop-Off Locations

June 3-July 15, 2002

VONS GROCERY STORES:

- 10016 Scripps Ranch Blvd.
- 1666 Rosecrans in Point Loma
- 10460 Clairemont Mesa Blvd.
- 868 Orange in Coronado
- 8310 Mira Mesa Blvd.
- 7788 Regents Rd. in UTC
- 450 W. University Ave. in Mission Hills
- 3645 Midway Dr. near sports Arena
- 6555 Mission Gorge Road in Grantville
- 4145 30th Street in North Park

PARK AND RECREATION CENTERS:

- Pacific Beach Rec Center – 1405 Diamond St.
- Robb Field Rec Center – 2525 Bacon St. in Ocean Beach

OTHER LOCATIONS:

- San Diego Fibers – 4040 Lockridge St.
- Allan Co. Recycling – 4033 Ruffin Rd.
- Miramar Recycling – 5185 Convoy St.
- Pacific Southern Environmental – 3495 Hancock St. (Sports Arena)
- University of San Diego – 5998 Alcalá Park (Sports Center Parking Lot)

INFORMATION:

- Pacific Bell Automated Message: 1-800-953-4400
- Recycling Hotline (858) 467-0903

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GREATER SAN DIEGO

Telephone Book Recycling Centers for Commercial Businesses

June 3- July 15, 2002

San Diego Fibers 4040 Lockridge Street (off Market Street), 92102
Hours: Monday – Friday, 7 a.m. to 5 p.m.
Saturday, 7 a.m. to 2 p.m.
Phone: (619) 262-8090

Allan Co. Recycling 4033 Ruffin Road (in Kearny Mesa), 92123
Hours: Monday-Friday, 7 a.m. to 4 p.m.
Saturday, 7 a.m. to 12 p.m.
Phone: (858) 268-3533

Pacific Southern Env. 3495 Hancock Street (Sports Arena), 92110
Hours: 24 hours per day
Phone: 800-PAC-PULP (800-722-7857)

Miramar Recycling 5185 Convoy (Miramar Landfill), 92111
Hours: Monday – Friday, 7 a.m. to 4:30 p.m.
Saturday – Sunday, 7:30 a.m. to 4:30 p.m.
Phone (858) 268-8971

IMS Recycling 1345 South 27th (Logan Heights), 92113
Hours: Monday – Friday, 8:30 a.m. to 4:30 p.m.
Saturday, 8 a.m. to 2 p.m.
Phone: (619) 702-0254

EDCO 6700 Federal Blvd., Lemon Grove, CA 91945
Hours: Monday – Friday, 8 a.m. to 4:30 p.m.
Saturday, 8 a.m. to 3 p.m.
Phone: (619) 287-7555